

FOR IMMEDIATE RELEASE



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Five Star Credit Union launches OneClick Financial, helping members manage money to enjoy the life they have always wanted.

DEARBORN, Mich. — Five Star Credit Union launches OneClick Financial™, for over 56,000 members across Alabama and Georgia, creating custom online experiences for every individual account holder. OneClick Financial is a data-driven, digital engagement platform designed to make communication between Five Star Credit Union and its members relevant, automated, cost-effective, and meaningful while providing data to better engage with members and their needs.

OneClick Financial generates content and functionality across various marketing and communication channels by consuming data daily from Five Star Credit Union's core system, and other third-party data providers, as needed. This content is stored in components assembled and displayed dynamically to each member based on Five Star Credit Union's data rules, criteria, and desired cadence. Tools such as calculators, appointment schedulers, surveys, educational materials, rates, credit applications, and helpful articles are delivered to members' fingertips, along with relevant offers designed specifically for them. provides robust analytics to Five Star Credit Union daily and monthly at an aggregated and individual account level, providing a 360-degree view of each member, their interactions, and behaviors.

"One of our major initiatives is driving member engagement. We want to give our membership a personalized experience," said Mike Bridges, VP of marketing and communications at Five Star Credit Union. "By implementing OneClick Financial™, we can begin to have a digital conversation to better understand their needs and dreams. Each individual member is telling us what they need and we're working with them to provide it."

"Credit unions need to dramatically accelerate their digital platforms to adapt to the ever-changing market," said Paula Tompkins CEO of ChannelNet. "Members expect their credit unions to be able to support them and provide the tools and resources that point them toward a brighter financial future. OneClick Financial allows us to do just that, at an individual level, creating a supportive digital financial environment."

When implemented, OneClick Financials' personal web pages bring a dynamic, value-added platform to members and a powerful tool for credit union marketers. The data collected continually analyzes members' usage and will adapt to changes in behavior and interests. OneClick Financial provides digital power on a personally curated level. And best of all, credit unions working with OneClick Financial do not have to deploy resources to manage this product. It's all done within OneClick Financial. To learn more about OneClick Financial, visit <https://www.channelnet.com/>.

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ABOUT CHANNELNET

ChannelNet is a SaaS leader and pioneer in delivering member engagement and retention via web-based and mobile solutions that work across sales and service channels. Using its patented member engagement platform connects credit unions with their members to engage, inform and learn about financial products and service. Based in Dearborn, Michigan, ChannelNet is a privately held company founded more than 36 years ago.

More information is available on www.channelnet.com follow us on Twitter [@ChannelNet](https://twitter.com/ChannelNet) and [LinkedIn/ChannelNet](https://www.linkedin.com/company/channelnet).

ABOUT FIVE START CREDIT UNION

Five Star Credit Union is a not-for-profit financial institution that serves 56,000 members in 33 counties across Alabama and Georgia. The counties in Alabama are Barbour, Coffee, Dale, Geneva, Henry, Houston, Pike, and Russell. In Georgia, the counties include Chattahoochee, Crisp, Decatur, Dougherty, Early, Glynn, Grady, Lee, Miller, Mitchell, Muscogee, Quitman, Seminole, Stewart, Sumter, Terrell, Tift, Turner, Webster, and Worth. More information can be found at <https://www.fivestarcu.com/>.